

MEMORANDUM

Agenda Item No. 11(A)(17)

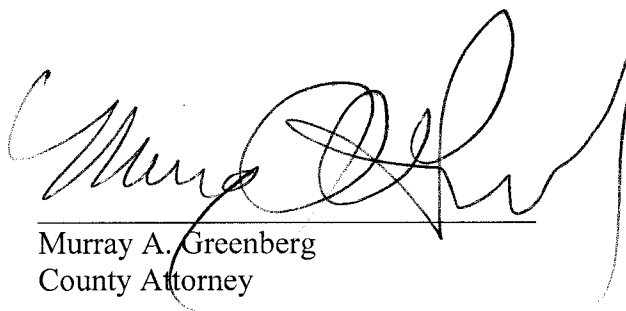
TO: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

DATE: June 5, 2007

FROM: Murray A. Greenberg
County Attorney

SUBJECT: Resolution retroactively
authorizing in-kind services
for the 48th annual Clio
Awards Festival sponsored
by Clio Awards

The accompanying resolution was prepared and placed on the agenda at the request of Senator Javier D. Souto.



Murray A. Greenberg
County Attorney

MAG/bw



MEMORANDUM

(Revised)

TO: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

DATE: June 5, 2007

FROM: Murray A. Greenberg
County Attorney

SUBJECT: Agenda Item No. 11(A)(17)

Please note any items checked.

- ☐ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(17)
6-5-07

RESOLUTION NO. _____

RESOLUTION RETROACTIVELY AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE TRANSIT AGENCY FOR THE MAY 9-12, 2007 48TH ANNUAL CLIO AWARDS FESTIVAL SPONSORED BY CLIO AWARDS, A FOR-PROFIT ORGANIZATION, IN AN AMOUNT NOT TO EXCEED \$15,000.00 TO BE FUNDED FROM THE COUNTYWIDE IN-KIND RESERVE FUND

WHEREAS, the Clio Awards has requested in-kind services from the Miami-Dade Transit Agency for the May 9-12, 2007 48th Annual Clio Awards Festival in an amount not to exceed \$15,000.00 (see attached Fee Waiver/In-kind Service Application); and

WHEREAS, the purpose of the 48th Annual Clio Awards Festival is to recognize global competition, and honor creative excellence and innovative organizations in the advertising and design industry; and

WHEREAS, the Clio Awards is a for-profit organization; and

WHEREAS, the 48th Annual Clio Awards Festival is a special event, as that term is defined on the attached Fee Waiver/In-kind Service Application, and the in-kind services shall be funded from the Countywide In-kind Reserve Fund,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board retroactively authorizes in-kind services from the Miami-Dade Transit Agency for the May 9-12, 2007 48th Annual Clio Awards Festival in an amount not to exceed \$15,000.00 to be funded from the Countywide In-kind Reserve Fund.

The foregoing resolution was sponsored by Senator Javier D. Souto and offered by
Commissioner _____, who moved its adoption. The motion was seconded by
Commissioner _____ and upon being put to a vote, the vote was as follows:

Bruno A. Barreiro, Chairman	
Barbara J. Jordan, Vice-Chairwoman	
Jose "Pepe" Diaz	Audrey M. Edmonson
Carlos A. Gimenez	Sally A. Heyman
Joe A. Martinez	Dennis C. Moss
Dorrin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

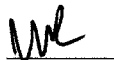
The Chairperson thereupon declared the resolution duly passed and adopted this 5th day of June, 2007. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Monica Rizo

**MIAMI-DADE COUNTY
FEE WAIVER/IN-KIND SERVICES APPLICATION**

MDTA \$ 19,797.00

COUNTY FEE WAIVERS OR IN-KIND SERVICES REQUESTED THROUGH THIS PROCESS ARE NOT EFFECTIVE UNTIL APPROVED BY ACTION OF THE BOARD OF COUNTY COMMISSIONERS PURSUANT TO THE MIAMI-DADE COUNTY HOME RULE CHARTER

Please complete the following form and submit completed form along with requested materials, if applicable, to:

Special Events Staff
Communications Department
111 N.W. 1st Street, Suite 2510
Miami, FL 33128

Phone: (305) 375-2836
Fax: (305) 375-3968

Type of Event/Application (select one of the following):

- ☐ District Event - Event of minimal impact related to specific commission district (Complete questions 1-7, sign and date; copy will be submitted to the appropriate District Commissioner within two days of receipt of application.)
- ☐ Small Event - Event of minimal impact not necessarily related to a specific commission district. (Complete questions 1-7, sign and date.)
- ☒ Special Event - Event with expected attendance of less than 5,000 with localized impact limited to an individual community or municipality (Complete questions 1-12, sign, date and submit form no later than 60 days prior to event date.)
- ☐ Major Event - Large Event with expected attendance of over 5,000 or significant probability of protests, controversy, violence or vandalism (Complete questions 1-12, sign, date and submit form no later than 120 days prior to event date.)

1. Full legal name of the requesting organization: Clio Awards

2. Applicant Status: (Select one of the choices below)

- ☐ Not-For-Profit or Tax Exempt ☐ Local Government or Public Entity
- ☒ For-Profit
- ☐ County Sponsored Event/Sponsoring Department _____
- ☐ Other (specify): _____

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.): Petrina Hicks, Events Manager, Clio Awards, 770 Broadway, 6th Floor, New York, NY 10003 (646) 654-5825 (212) 683-4796

4. Specify fee waiver or in-kind service requested (quantify, if applicable):

Buses for evening events, group picks and airport protocol
Shuttle bus service from host hotels to Miami Beach Convention Center for Daily Conference Sessions, Screenings and Exhibits.
Please see attachment

5. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries):

Date: May 9 - 12, 2007

Time: 9 am to 5 pm

Name of the Event: Conference/Workshops

Miami Beach Convention Center

Approx 500 people per day

Date: May 9, 2007

Time: 8 pm to 10 pm

Name of the Event: Clio Awards Opening Party

Location: TBD

Description: Kick off part for the 48th Annual Clio Awards.

Approx 420 people

Date: May 10, 2007

Time: 7 pm to 12 am

Name of Event: 7th Annual Lifetime Achievement Award Presentation & Reception

Location: TBD

Description: To celebrate the creative work of one of advertising's most accomplished, inspiring, and iconoclastic visionaries.

Approx 420 people

5

**MIAMI-DADE COUNTY
FEE WAIVER/IN-KIND SERVICES APPLICATION**

Date: May 11, 2007

Time: 8 pm to 12 am

Name of Event: Content & Contact, Internet, Print, Design & Innovation Media Awards Gala & Party

Location: Award Show - Jackie Gleason Theater - 8pm to 10 pm

Location: After Party - Location TBD - 10 pm to 12 am

Description: Honoring the best of 2006 in Internet, print, design and innovation media.

Approx 450 people

Date: May 12, 2007

Time: 6 pm to 1 am

Name of Event: Television & Radio Awards Gala & Party

Location: Award Show - Jackie Gleason Theater - 6pm to 10:30 pm

Location: After Party - Location TBD - 11 pm to 1 am

Description: Honoring the best of 2006 in television and radio advertising.

Approx 500 people

6. Please select ALL that apply to event:

- ☐ Economic Development: Event supports vitality or growth of the local economy
- ☐ Youth/Education: Event benefits youth of any age and/or offers educational benefits
- ☐ Health and Social Services: Event supports health-related causes and/or social programs or institutions that improve quality of life within the community
- ☒ Arts and Culture: Event supports music, theatre, literature, art or culture
- ☐ Environmental: Event benefits environmental concerns or promotes conservation
- ☐ Sports and Athletics: Event supports/promotes organized sports or recreational participation

7. Physical address of event venues (please specify Commission District(s)):

Jackie Gleason Theater - 1700 Washington Avenue, Miami Beach, FL 33139

Miami Beach Convention Center - 1907 Convention Center Drive, Miami Beach, FL 33139

The other locations listed in section 5 are currently under review/negation

8. Description of regional or local impact: Historically, Clio attendees have traveled to Miami Beach from over 65 countries. For the coming year we are working to ensure the Clio Festival's growth is higher than ever before, to expand the scope of our events, and to highlight services and other attractions which are situated in the Greater Miami area.

9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable): See attached

10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable):

Jackie Gleason Theater - 1700 Washington Avenue, Miami Beach, FL 33139

Miami Beach Convention Center - 1907 Convention Center Drive, Miami Beach, FL 33139

The other locations listed in section 5 are currently under review/negation.

11. Expected number of participants and estimated attendance (per day, if applicable): 1,200 over 4 days

12. Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed): See attached

I hereby certify that all the statements made in this application are true and correct.


Signature of Authorized Representative

Date

12-18-06

Green, Delores (OSBM)

From: Person, Sylvia (MDT)
Sent: Friday, April 27, 2007 4:27 PM
To: Green, Delores (OSBM)
Subject: CILO Awards May 2007.doc

Dee...I refigured the total according to the agenda sent by Petrina Hicks today. The total amount should not exceed 15,000. I also saw the Reso from last year, and the total amounts are relatively close. Thanks so much for your patience, and enjoy your weekend.

In-Kind Service Report
Clio Awards
May 9-12, 2007

Date	Time	# of people	Hours	*Bus Deadhead time	# of buses	Total Cost
May 9	1pm to 5pm	TBA	4	11 mi. \$54.56	1	\$ 302.56
May 11	6pm to 2am	450	8	11 mi \$54.56 ea	9	\$4,955.00
May 12	6pm to 2am	500	8	11 mi \$54.56 ea	9	\$5,099.00
May 13	3:30 pm	TBA	4	11 mi. \$54.56	1	\$ 302.56
Staff						\$4,050.00
Total						\$14,709.12

The cost for the buses per hour on 5/9/07 and 5/11/07 is 62.00 (weekday) per hour. The cost for the buses on 5/12 and 5/13/07 is 64.00 per hour.

Cost for staff:

Five staff members per night 5/11 and 5/12 @45.00 per hour = \$4,050.00

*Dead head time is calculated for each bus/trip as travel time for the buses from the bus garage to the event.

Memorandum

MIAMI-DADE
COUNTY

Date: June 5, 2007

To: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

From: George M. Burgess
County Manager

Subject: Countywide In-Kind Request Recommendation

The Office of Strategic Business Management (OSBM) has reviewed the attached in-kind request and recommends for the item to move forward to the Board of County Commissioners for consideration. The countywide in-kind reserve balance allows for the funding of this request.

Background

A retroactive waiver for in-kind services has been requested by a for-profit organization The Clio Awards, for their 48th Annual Clio Awards Festival held on May 9 -12, 2007.

In-kind services have been requested in an amount not to exceed \$15,000 from the Miami-Dade Transit Agency for shuttle bus and transit services throughout the event schedule. This event will be funded from the countywide in-kind reserve fund.

In FY 2006-07, the Clio Awards has not received any County funding for this event.

Inkind07807